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ABSTRACT

Inviting individuals and families, schools, libraries, educational, civic and government associations, labor unions, and others to join in building a nation of readers, this booklet lists ideas for organizing and supporting reading promotion projects that benefit all age groups. Ideas presented in the booklet include: teach someone to read; set family reading goals; give books and magazine subscriptions as gifts; use television and radio to encourage reading; encourage personal recommendations of books worth reading; plan a summer reading program; give awards for reading achievement; become a book fair organizer; form a reading promotion partnership with a local school; and give books as business gifts. The booklet also briefly describes the BOOK IT! National Reading Incentive Program, sponsored by Pizza Hut, Inc. (RS)

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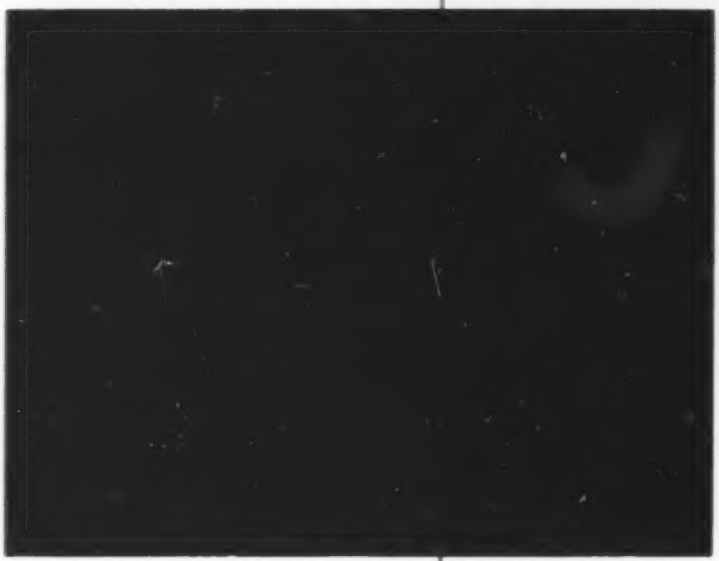
# building



## a nation of readers

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the center for the book
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# ideas for Building a Nation of Readers

## For Individuals and Families

Learn about and support local literacy projects

Teach someone to read

Sponsor a child in a summer reading program

Keep books and magazines around the home

Set family reading goals

Get a library card and use it

Encourage a child to get a library card

Read books, magazines, and newspapers aloud to each other

Give books and magazine subscriptions as gifts

Join a book discussion group

Use television and radio to encourage reading

## For Schools and Libraries

Encourage personal recommendations of books worth reading

Publicize and distribute lists of recommended books for readers of all ages

Invite local authors and well-known personalities to speak about how reading influenced their lives

Plan a summer reading program

Use local newspapers to encourage reading and discussion of interesting topics

Hold a Read-a-thon or Read-in

Give awards for reading achievement

Organize a Reading Day at a local sports event

Designate a special time in the day to "Drop Everything and Read!"

Create a literary map



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## For Organizations and Businesses

Support local literacy projects

Become a book fair sponsor

Provide literacy training classes at the workplace

Establish an employee volunteer literacy program

Form a reading promotion partnership with a local school

Sponsor a book discussion group

Use your newsletter to spread the word about the importance of reading

Sponsor Read Alouds in a designated company location

Establish a collection of Read-Aloud childrens' books for employees to borrow

Give books as business gifts

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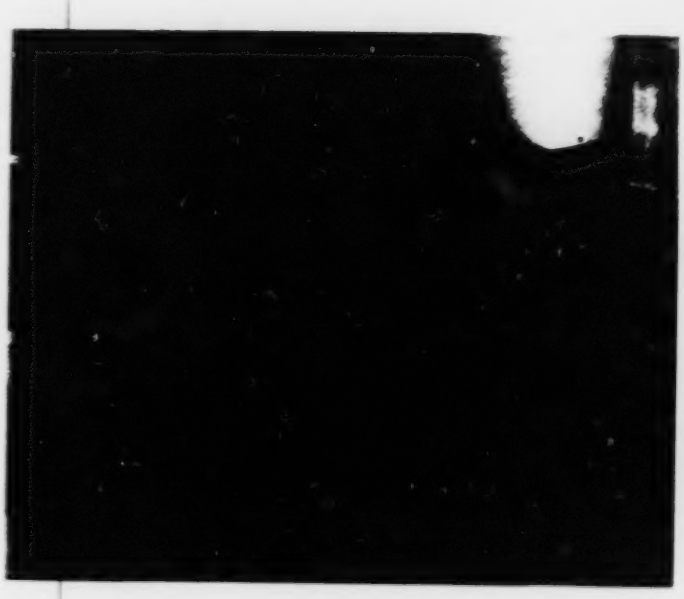
Tara Holland, Miss America 1997, launches the "Building a Nation of Readers" campaign.

*The "Building a Nation of Readers" campaign was launched at the Library of Congress on March 21, 1997, by Tara Holland, Miss America 1997, the official campaign spokesperson. Ms. Holland, who became a literacy volunteer at the age of 17, is a graduate of Florida State University.*



Pizza Hut, Inc., sponsor of the BOOK IT!® National Reading Incentive Program in the nation's elementary schools, and the Center for the Book have been reading promotion partners since 1989. The partnership focuses national attention on the joys and importance of reading for young people. We invite schools, libraries, families, civic groups, and communities across America to join us in "Building a Nation of Readers" between now and the year 2000. For creative ideas and information about the BOOK IT!® Program, call 1-800-426-6548 or e-mail: read@book it program.com

Pizza Hut. BOOK IT!



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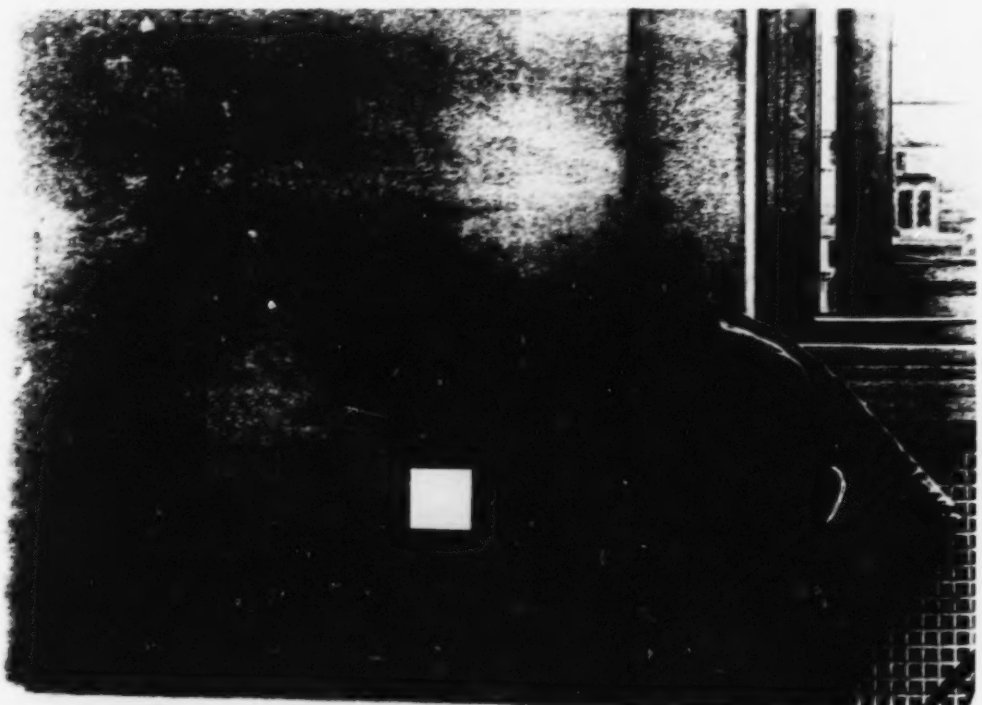
*To remind Americans of the importance of reading to individuals and to the nation, the Center for the Book in the Library of Congress has chosen "Building a Nation of Readers" for the Library of Congress's national reading promotion campaign for the years 1997-2000.*

"Today we often forget how important reading is to individual development and to democracy itself. This campaign theme is both a reminder and a goal for where we want to be in the year 2000. It continues the work of hundreds of national, state, and community coalitions formed in previous Center for the Book reading promotion campaigns and complements the Library of Congress's plans to celebrate its own bicentenary in the year 2000. We invite schools, libraries, educational, civic and government organizations, corporations, professional associations, labor unions, and others to join us in building a nation of readers by organizing and supporting reading promotion projects that benefit all age groups."

–John Y. Cole
Director
The Center for the Book





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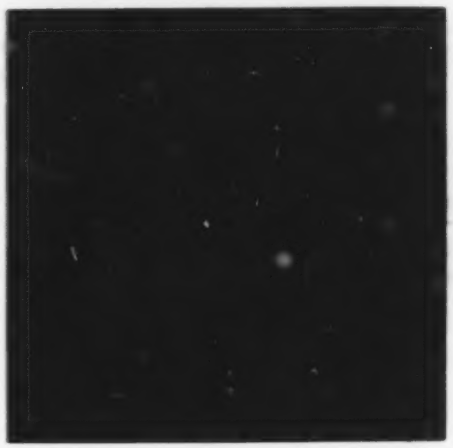
BOOKS
GIVE US
WINGS

BUILDING A NATION OF READERS

**THE CENTER FOR THE BOOK**



The Center for the Book was established by law in 1977 to stimulate public interest in books, reading, and libraries. Its projects and those of its more than 30 affiliated state centers for the book are funded primarily by private contributions from individuals, corporations, and foundations or by funds from other government agencies. Previous national reading promotion campaigns include "The Year of the Young Reader" (1989), "The Year of the Lifetime Reader" (1991), "Books Change Lives" (1993-94), and "Shape Your Future--READ!" (1995-96). For further information, write the Center for the Book, Library of Congress, 101 Independence Ave., SE Washington, DC 20540-4920.

Visit the Center on the Web at: *http://lcweb.loc.gov/loc/cfbook/*

*The photographs in the brochure are from Library:* The Drama Within *by Diane Asseo Griliches, a book of photographs celebrating libraries and their patrons that was published in 1996 by the University of New Mexico Press in association with the Center for the Book in the Library of Congress.*

Center for the Book
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